



Organic Matcha Powder

Matcha is the only tea variety that is ground into fine powder form for a reason. When drinking Matcha or enjoying a food or beverage made from Matcha - you consume the entire tea leaf. This is the main difference between Matcha and all other tea. Normally black tea or other green teas are consumed via steeping the tea leaves infused with hot water. Steeped tea is only a single soluble extract of the tea leaves - the leaves stay in the tea pot and will be disposed afterwards. Only a small part of the health benefits of tea are water soluble. Depending on the tea variety and preparation, only 10% - 20% of the healthy nutrients are consumed when drinking steeped tea.

AIYA Brand



AIYA blends the above contradictions into the most premium green teas of Japan. The pearl among those teas is Matcha. This fine ground powder tea is the essence of tea. Quality Matcha is extremely rare, pure and exclusive. Matcha gives natural energy, supports the body and its health benefits surpass anything that is available on the market. AIYA lives for its tea - for the benefit of everybody. Our philosophy is to create harmony between humans,

nature and technology, resulting in products of enormous exclusivity, purity and high class. This is what AIYA brand stands for.

Benefit from the Leaf

Typically, Matcha is the only tea variety that is ground into fine powder form for a reason. When drinking Matcha or enjoying a food or beverage made from Matcha - you consume the entire tea leaf. This is the main difference between Matcha and all other tea. Normally black tea or other green teas are consumed via steeping the tea leaves infused with hot water. Steeped tea is only a single soluble extract of the tea leaves - the leaves stay in the tea pot and will be disposed afterwards. Only a small part of the health benefits of tea are water soluble. Depending on the tea variety and preparation, only 10% - 20% of the healthy nutrients are consumed when drinking steeped tea.



Matcha is the tea that is used in the well-known Japanese tea ceremony which was established by Zen-master Sen-no-Rikyū in the 1570s. The tea ceremony follows four basic principles.

- Harmony (wa)
- Respect (kei)
- Purity (sei)
- Tranquility (jaku)

Within the tea ceremony, every step, every movement, and every moment is accurately defined. The ceremony takes place in a specially designed room exclusive for the ceremony. It is exactly four and a half mats of space (one Tatami mat is 170 x 85 cm or ten square feet). The room itself is kept simplistic to enable the guests to focus only on the essence of the ceremony and tea. In the winter season, a Kama (iron kettle) is placed in a small opening in the floor of the tea room which is heated by charcoals. In earlier times, these utensils were a true work of art.

The host seats facing toward the tea bowl (Chawan), tea container (Natsume), a Matcha whisk (Chasen) and a bamboo scoop (Shaku). The arrangement also varies in season. Even the wood for the charcoal is meaningful because wooden charcoal maintains the ideal temperature for Matcha as it provides its own aroma. It is said that even the age of the wood is part of the conversation piece in the ceremony.



The Tea Ceremony

But the most fascinating part of the tea ceremony is indeed the philosophy behind it all. In Japan, the tea ceremony is called "Chado" or "Sado." If you translate it, this means: the way of tea. Even the dignified old tea masters still consider themselves as students. For they say that 60 years of experience in "The Way of Tea," only means you are one step ahead in the journey.

The ceremony itself follows strictly defined principles. As the guests enter the room, the host will start to prepare the Matcha, in slow but stern motions. From the first welcome to the last sip of tea, and even the light conversation after, it all holds meaning in this sacred ceremony.

Tea Sommeliers

All teas coming from AIYA have been tasted by our Tea Sommeliers who have 40+ years of experience. They decide on quality, price and grade. All teas must pass with their nose, their hands, their eyes and their palate. Only what they deem fit will be produced by AIYA. Each tea estate produces different qualities, and each tea field and each tea production have different flavor characteristics. The art of tea tasters is to compose a complete and balanced taste out of these thousands of individual components.

Matcha is made by grinding the entire tea leaf into powder, all of those nutrients and benefits regular tea bags carry away stay right in the cup for the drinking. This ensures that Matcha drinkers consume a higher concentration of antioxidants, vitamins, minerals and fibers than other tea at once. One of the highlight nutrients which we can take from Matcha but not from steeped tea is Insoluble Fiber. One study shows that the effect of lowering blood sugar from Catechin (EGCG) is enhanced if we take both water-soluble and water-insoluble fiber together with Catechins.

Drinking steeped tea will only benefit us with less than 10% of the entire nutrients from the tea leaf, but drinking Matcha gives us 100% of the nutrients. This means that one bowl of Matcha is equivalent to approx. 10 cups of regular green tea. Amazingly, there is no known fruit or vegetable in the world that provides more antioxidants than Matcha on a per gram basis. It is literally the healthiest drink nature has to offer, providing us with 100% natural energy.

For more information please visit our site

<http://www.aiyamatcha.com>